

Message Text

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PAGE 01 BELGRA 03163 171343Z
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 AGRE-00 USIA-15 CIAE-00
INR-07 NSAE-00 /042 W
-----172344Z 039409 /14
R 171211Z MAY 77
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 644
INFO USDOC WASHDC
AMCONSUL ZAGREB

UNCLAS BELGRADE 3163

PASS: COMMERCE TO LINDSTRUM AND LEFEAVER

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: OPENING OF U.S. EXHIBIT AT NOVI SAD INTERNATIONAL
AGRUCULTURAL FAIR

1. FAIR OPENED PROPITIOUSLY MAY 13 IN SUNNY WEATHER TWO DAYS AFTER SIGNATURE OF YUGOSLAV "GREEN PLAN"--THE AGRICULTURAL SOCIAL ACCORD WHICH ESTABLISHES DEVELOPMENT PRIORITIES AND SETS FRAMEWORK FOR NUMEROUS INVESTMENTS IN THIS SECTOR. EMBASSY BELGRADE REPRESENTED BY CHARGE D' AFFAIRES, COMM ATT, AG ATT AND OTHER ECON STAFF. U.S. PAVILION IN FULL READINESS, TRIM AND SHARP WITH ALL EXHIBITORS PRESENT. BUSINESS INQUIRIES BEGAN IMMEDIATELY AFTER YUGOSLAV OFFICIAL PARTY VISITED PAVILION. ESTIMATED ATTENDANCE AFTER YUGOSLAV OFFICIAL PARTY'S DEPARTURE PLACED AT 1500.

2. THE OFFICIAL PARTY, INCLUDING VICE PRESIDENT OF PRESIDENCY ZARKOVIC, VICE PRESIDENT-ELECT DORONJSKI, FEDERAL SECRETARY OF AGRICULTURE KUSTRAK, CHAMBER OF ECONOMY PRESIDENT VAKIC AND OTHER OFFICIALS ARRIVED AT PAVILION AT 1:30 PM AND WERE MET BY EMBASSY REPRESENTATIVES AND EXHIBITION DIRECTOR THOMAS. DISPLAYING STRONG INTEREST IN EXHIBIT AND EXTENDING CONGRATULATIONS ON PRODUCT MIX,
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DELEGATION REMAINED IN PAVILION 15-20 MINUTES, AS COMPARED TO THE STANDARD PRO-FORMA FIVE MINUTES IN MOST OTHER NATIONAL PAVILIONS. ALL BUT TWO EXHIBITORS HAD OPPORTUNITY TO PERSONALLY GREET DELEGATION MEMBERS AND DESCRIBE THEIR PRODUCT LINES. PHOTO COVERAGE OF DELEGATION TOUR PROVIDED BY USIS BELGRADE. BEFORE DEPARTING FAIR GENERAL DIRECTOR REQUESTED AT EARLIEST CONVENIENCE VIP TOUR OF EXHIBITION FOR SECRETARY OF AGRICULTURE,

SO THAT HE COULD THOROUGHLY REVIEW EXHIBITED PRODUCT LINES.
KEEN INTEREST IN EXHIBITION SHOWN BY PRINCIPALS IN OFFICIAL
PARTY EXPECTED TO HAVE POSITIVE EFFECT ON YUGOSLAV ENTERPRISES
COMING TO FAIR.

3. AT CLOSE OF DAY MARKETING DIRECTOR AUFRICHT REVIEWED WITH
EACH EXHIBITOR CONFIRMED SALES AND IMPORTANT CONTACTS THAT MAY
LEAD TO SALES WITH DOLLAR VALUE ESTIMATED. REPORTS WERE MOST
ENCOURAGING. EXHIBITORS IN U.S. PAVILION TOTALED 29 COMPANIES,
WITH INTERNATIONAL MARKETING SYSTEMS REPRESENTING FIVE, INCLUDING
RUBBERMAID, LINCOLN WEAREVER, AMOCO, WARING AND GROEN DIV. OF
DOVER CORP. SALES EXPECTED TO MATERIALIZE FROM FIRST DAY CONTACTS
ESTIMATED AT ONE MILLION EIGHT HUNDRED THOUSAND DOLLARS.

4. FIRST DAY REPORTING IS AS FOLLOWS:

ALLIS CHALMERS - NONE
AGRIFIM - IMPORTANT CONTACTS
BARKER - NONE
CALLAHAN - NONE
DICKY JOHN - NONE
DORSEY MCCOMB - NONE
FLEETWOOD - NONE
FORD TRACTOR - IMPORTANT CONTACTS
GAULIN - IMPORTANT CONTACTS
GENERAL FOODS - IMPORTANT CONTACTS
GREAT LAKES - NONE
HOBART - DOLLARS 30.000
INTER. HARVESTER - NONE
INTER. LIVESTOCK - IMPORTANT CONTACTS
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INTER. MARKETING SYST. - IMPORTANT CONTACTS
LADISH - IMPORTANT CONTACTS
MANLEY - IMPORTANT CONTACTS
ARTHUR MCKEE - NONE
NABISCO - NONE
RICKEL - DOLLARS 90.000
G.A. ROLFES - 25-50.000 DOLLARS
STEIGER - NONE
TECHNOLOGICAL RESOURCES - NONE
UNION CARBIDE - IMPORTANT CONTACTS
YORK

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NNN

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